

**LISTING OF THE CLAIMS**

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1      1-20. Canceled

1      21. (New) An advertising method, comprising the steps of:

2            registering a plurality of users with a service system connected to a network,  
3      each user registered in said registering step providing personal data about the user;

4            broadcasting an advertisement program to a plurality of user terminals,  
5      wherein said broadcasting is performed according to policy data determined by an  
6      advertiser wherein said policy data includes sales promotion contents and detailed  
7      data for an article;

8            tracking selections made by one or more users with respect to one or more  
9      advertisement programs in said service system through the network;

10           providing a user with a private page which presents information to said user  
11      related to selections made by the user;

12           selectively presenting on said private page, using said service system and at  
13      the request of the user, said detailed data; and

14           accounting, using said service system, to a broadcaster, advertising agency or  
15      advertiser based on results of said selectively presenting step.

1      22. (New) The advertising method of claim 21 further comprising the step of  
2      updating said policy data based on results of said selectively presenting step.

1      23. (New) The advertising method of claim 21 wherein said policy data includes  
2      customer data describing qualities of a type of customer based on age or sex, and said  
3      selectively presenting step presents said detailed data which is related to said customer  
4      data.

- 1 24. (New) The advertising method of claim 21 wherein said policy data includes
- 2 external data describing one of weather and time zones, and said selectively
- 3 presenting step presents said detailed data which related to said external data.